

LEADING RESEARCH CORPORATION
Quality Service Assurance Survey© - Buyer

Jane and Bill Smith
123 Main Street
Glendale, CA 91203

January 1, 2004

Dear Jane and Bill Smith:

A few weeks ago you completed the purchase of your property. On behalf of your real estate agent and broker, Leading Research Corporation is conducting a survey to assess your level of satisfaction with the service delivered. This survey is a very important part of the complete service process that was promised to you.

By completing and returning the attached survey, you will be providing valuable feedback about your agent. With input from you and other buyers, agents are better able to evaluate and improve their service.

Please complete the brief survey and return in the postage paid envelope. We thank you for your participation in this very important survey process.

Sincerely,



Raymond M. Chaplain
Chairman



Please fill in the circle of the appropriate response OR Complete this survey on-line at www.LeadingResearch.com

1. Did your sales associate offer you the Quality Service Guarantee? Yes No
2. Did your sales associate provide a written and detailed competitive or comparable market analysis prior to you making an offer? (If practical under market conditions) Yes No
3. Did your sales associate contact you after the closing? Yes No

5 VERY SATISFIED 4 SATISFIED 3 NEUTRAL 2 DISSATISFIED 1 VERY DISSATISFIED

How satisfied were you with...

4. ... the counseling and needs assessment provided by your sales associate? 5 4 3 2 1
5. ... the thoroughness of the search process to find a property that met your needs? 5 4 3 2 1
6. ... the availability of your sales associate? 5 4 3 2 1
7. ... your sales associate's knowledge of the area, community, and properties? 5 4 3 2 1
8. ... the assistance your sales associate provided in negotiating the price and terms of the purchase? 5 4 3 2 1
9. ... the quality and frequency of communication provided by your sales associate? 5 4 3 2 1
10. ... your sales associate's attention to details and assistance from contract to closing? 5 4 3 2 1
11. What was your overall satisfaction with the results and service provided by your sales associate? 5 4 3 2 1

5 VERY LIKELY 4 LIKELY 3 NEUTRAL 2 UNLIKELY 1 VERY UNLIKELY

12. Given the need to purchase property in the same market area, how likely would you be to use the same sales associate to assist you? 5 4 3 2 1
13. Given the need to purchase property in the same market area, how likely would you be to use the same real estate company to assist you? 5 4 3 2 1
14. Given the opportunity, how likely would you be to recommend the services of your sales associate to a friend, neighbor or relative? 5 4 3 2 1
15. Given the opportunity, how likely would you be to recommend the services of the real estate company to a friend, neighbor or relative? 5 4 3 2 1

16. What was your PRIMARY reason for selecting your sales associate? (Select the one most influential factor)

- | | | |
|---|--|--|
| <input type="radio"/> Referred by a Friend | <input type="radio"/> Walk-in/Open House | <input type="radio"/> Marketing Programs/Plan |
| <input type="radio"/> Satisfied Past Customer | <input type="radio"/> Advertising | <input type="radio"/> Yard Signs in the Area |
| <input type="radio"/> Knew Sales Associate Personally | <input type="radio"/> The Internet | <input type="radio"/> Sales Associate's Presentation |
| <input type="radio"/> Company Name/Reputation | <input type="radio"/> Other (please specify _____) | |

Please offer any comments or suggestions you feel appropriate:

